

## APPENDIX 4a

SEF EVALUATION  
13% CIGARETTES

TITLE: Y-79-1 MF WIPP #202 (13%) RL (WHOLE BLEND DENITRATION)  
 CODED X6D7CLT "C" VS. Y-79-1 MF WIPP #201 RL (13%)  
 (GURLEY ONLY DENITRATED CODED X6D7CLY "E")

SUMMARY: THE DIFFERENCES FOUND ON THE ATTRIBUTE QUESTIONS,  
 PREFERENCE QUESTION, AND MEAN RATINGS WERE NOT  
 STATISTICALLY SIGNIFICANT.

REQUESTER: R. G. UHL CHARGE # 1307 N= 41

TEST METHOD: PAIRED COMPARISON

PURPOSE: TO DETERMINE DIFFERENCES IN SMOKE FLAVOR

PREPARATION: CRACKERS AND WATER

PROCEDURE: USING REDUCED LIGHTING AND ABOVE PREPARATION,  
 JUDGES WERE GIVEN THE SAMPLES IN A BALANCED  
 PRESENTATION. THEN THEY ANSWERED THE QUESTIONS  
 ON THE ATTACHED BALLOT.

## RESULTS:

	CONTROL X6D7CLT	EXPERIMENTAL X6D7CLY	No DIFFERENCE	PROBABILITY
1. WHICH IS HARSHER (MORE INHALATION IMPACT)?	8	17	16	NS
2. WHICH HAS MORE TOTAL TASTE?	7	16	18	NS
3. WHICH HAS AN OFF-TASTE?	5	7	28	NS
4. WHICH IS MORE SPICY (MORE PEPPERY OR STINGING TO MOUTH AND NASAL AREAS)?	11	17	13	NS
5. WHICH IS SWEETER?	13	10	18	NS
6. WHICH IS MORE BITTER?	5	11	24	NS
7. WHICH IS MORE TOBACCO-LIKE IN FLAVOR?	9	10	22	NS
8. WHICH IS HOTTER?	5	13	23	NS
9. WHICH CIGARETTE DO YOU PREFER?	12	17	12	NS

OVERALL ACCEPTABILITY		
	C	E
M	434	448
T	0.73	
P	NS	

SIGNED: Archie Wilkins

DATE RAW 3/16/77  
 DATE COMPLETED: MARCH 18, 1977

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